

Station WOOD-TV GRAND RAPIDS, MI.

Advertiser () .PESTKA FOR CONGRESS

Product Political

Estimate# 2448

Buyer Nathaniel Kronisch

Phone#

Fax#

Agency () BUYING TIME

650 MASSACHUSETTS AVE,N.W., SUITE 210

WASHINGTON, DC 20001

Agency C/P1/P2/E 363/365/2448

Flight Dates 10/13/2012 - 10/22/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	10/15-10/15	1	1	1	\$150.00	
	2	TU	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	10/16-10/16	1	1	1	\$150.00	
	3	W	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	10/17-10/17	1	1	1	\$150.00	
	4	TH	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	10/18-10/18	1	1	1	\$150.00	
	5	F	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	10/19-10/19	1	1	1	\$150.00	
	6	M	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	10/22-10/22	1	1	1	\$150.00	
	7	M	6A-7A	NEWS 8 DAYBREAK	:30	\$400.00	10/15-10/15	1	1	1	\$400.00	
	8	TU	6A-7A	NEWS 8 DAYBREAK	:30	\$400.00	10/16-10/16	1	1	1	\$400.00	
	9	W	6A-7A	NEWS 8 DAYBREAK	:30	\$400.00	10/17-10/17	1	1	1	\$400.00	
	10	TH	6A-7A	NEWS 8 DAYBREAK	:30	\$400.00	10/18-10/18	1	1	1	\$400.00	
	11	F	6A-7A	NEWS 8 DAYBREAK	:30	\$400.00	10/19-10/19	1	1	1	\$400.00	
	12	M	6A-7A	NEWS 8 DAYBREAK	:30	\$400.00	10/22-10/22	1	1	1	\$400.00	
	13	M	7A-9A	TODAY SHOW	:30	\$650.00	10/15-10/15	1	1	1	\$650.00	
	14	TU	7A-9A	TODAY SHOW	:30	\$650.00	10/16-10/16	1	1	1	\$650.00	

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Phone# Hiatus Weeks Salesperson FAX# 215-525-9757

Fax#

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	15	W	7A-9A	TODAY SHOW	:30	\$650.00	10/17-10/17	1	1	1	\$650.00	
	16	TH	7A-9A	TODAY SHOW	:30	\$650.00	10/18-10/18	1	1	1	\$650.00	
	17	F	7A-9A	TODAY SHOW	:30	\$650.00	10/19-10/19	1	1	1	\$650.00	
	18	M	7A-9A	TODAY SHOW	:30	\$650.00	10/22-10/22	1	1	1	\$650.00	
	19	M	9A-10A	TODAY SHOW 2	:30	\$300.00	10/15-10/15	1	1	1	\$300.00	
	20	TU	9A-10A	TODAY SHOW 2	:30	\$300.00	10/16-10/16	1	1	1	\$300.00	
	21	W	9A-10A	TODAY SHOW 2	:30	\$300.00	10/17-10/17	1	1	1	\$300.00	
	22	TH	9A-10A	TODAY SHOW 2	:30	\$300.00	10/18-10/18	1	1	1	\$300.00	
	23	F	9A-10A	TODAY SHOW 2	:30	\$300.00	10/19-10/19	1	1	1	\$300.00	
	24	M	9A-10A	TODAY SHOW 2	:30	\$300.00	10/22-10/22	1	1	1	\$300.00	
	25	M	10A-11A	TODAY SHOW 3	:30	\$200.00	10/15-10/15	1	1	1	\$200.00	
	26	TU	10A-11A	TODAY SHOW 3	:30	\$200.00	10/16-10/16	1	1	1	\$200.00	
	27	W	10A-11A	TODAY SHOW 3	:30	\$200.00	10/17-10/17	1	1	1	\$200.00	
	28	TH	10A-11A	TODAY SHOW 3	:30	\$200.00	10/18-10/18	1	1	1	\$200.00	
	29	F	10A-11A	TODAY SHOW 3	:30	\$200.00	10/19-10/19	1	1	1	\$200.00	
	30	M	10A-11A	TODAY SHOW 3	:30	\$200.00	10/22-10/22	1	1	1	\$200.00	

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Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-525-9757

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	31	M	12P-1P	NEWS 8 AT NOON	:30	\$225.00	10/15-10/15	1	1	1	\$225.00	
	32	TU	12P-1P	NEWS 8 AT NOON	:30	\$225.00	10/16-10/16	1	1	1	\$225.00	
	33	W	12P-1P	NEWS 8 AT NOON	:30	\$225.00	10/17-10/17	1	1	1	\$225.00	
	34	TH	12P-1P	NEWS 8 AT NOON	:30	\$225.00	10/18-10/18	1	1	1	\$225.00	
	35	F	12P-1P	NEWS 8 AT NOON	:30	\$225.00	10/19-10/19	1	1	1	\$225.00	
	36	M	12P-1P	NEWS 8 AT NOON	:30	\$225.00	10/22-10/22	1	1	1	\$225.00	
	37	M	3P-4P	DR OZ	:30	\$125.00	10/15-10/15	1	1	1	\$125.00	
	38	W	3P-4P	DR OZ	:30	\$125.00	10/17-10/17	1	1	1	\$125.00	
	39	TH	3P-4P	DR OZ	:30	\$125.00	10/18-10/18	1	1	1	\$125.00	
	40	M	3P-4P	DR OZ	:30	\$125.00	10/22-10/22	1	1	1	\$125.00	
	41	M	4P-5P	ELLEN	:30	\$400.00	10/15-10/15	1	1	1	\$400.00	
	42	TU	4P-5P	ELLEN	:30	\$400.00	10/16-10/16	1	1	1	\$400.00	
	43	W	4P-5P	ELLEN	:30	\$400.00	10/17-10/17	1	1	1	\$400.00	
	44	TH	4P-5P	ELLEN	:30	\$400.00	10/18-10/18	1	1	1	\$400.00	
	45	F	4P-5P	ELLEN	:30	\$400.00	10/19-10/19	1	1	1	\$400.00	
	46	M	4P-5P	ELLEN	:30	\$400.00	10/22-10/22	1	1	1	\$400.00	
	47	M	5P-530P	NEWS AT 5P	:30	\$675.00	10/15-10/15	1	1	1	\$675.00	

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	48	TU	5P-530P	NEWS AT 5P	:30	\$675.00	10/16-10/16	1	1	1	\$675.00	
	49	W	5P-530P	NEWS AT 5P	:30	\$675.00	10/17-10/17	1	1	1	\$675.00	
	50	TH	5P-530P	NEWS AT 5P	:30	\$675.00	10/18-10/18	1	1	1	\$675.00	
	51	F	5P-530P	NEWS AT 5P	:30	\$675.00	10/19-10/19	1	1	1	\$675.00	
	52	M	5P-530P	NEWS AT 5P	:30	\$675.00	10/22-10/22	1	1	1	\$675.00	
	53	M	530P-6P	NEWS AT 5:30P	:30	\$675.00	10/15-10/15	1	1	1	\$675.00	
	54	TU	530P-6P	NEWS AT 5:30P	:30	\$675.00	10/16-10/16	1	1	1	\$675.00	
	55	W	530P-6P	NEWS AT 5:30P	:30	\$675.00	10/17-10/17	1	1	1	\$675.00	
	56	TH	530P-6P	NEWS AT 5:30P	:30	\$675.00	10/18-10/18	1	1	1	\$675.00	
	57	F	530P-6P	NEWS AT 5:30P	:30	\$675.00	10/19-10/19	0	0	0	\$0.00	
	58	M	530P-6P	NEWS AT 5:30P	:30	\$675.00	10/22-10/22	1	1	1	\$675.00	
	59	M	6P-630P	NEWS AT 6P	:30	\$1,125.00	10/15-10/15	1	1	1	\$1,125.00	
	60	TU	6P-630P	NEWS AT 6P	:30	\$1,125.00	10/16-10/16	1	1	1	\$1,125.00	
	61	W	6P-630P	NEWS AT 6P	:30	\$1,125.00	10/17-10/17	1	1	1	\$1,125.00	
	62	TH	6P-630P	NEWS AT 6P	:30	\$1,125.00	10/18-10/18	1	1	1	\$1,125.00	
	63	F	6P-630P	NEWS AT 6P	:30	\$1,125.00	10/19-10/19	1	1	1	\$1,125.00	

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	64	M	6P-630P	NEWS AT 6P	:30	\$1,125.00	10/22-10/22	1	1	1	\$1,125.00	
	65	M	7P-730P	INSIDE EDITION	:30	\$450.00	10/15-10/15	1	1	1	\$450.00	
	66	TU	7P-730P	INSIDE EDITION	:30	\$450.00	10/16-10/16	1	1	1	\$450.00	
	67	TH	7P-730P	INSIDE EDITION	:30	\$450.00	10/18-10/18	1	1	1	\$450.00	
	68	TU	730P-8P	ACCESS HOLLYWOOD	:30	\$400.00	10/16-10/16	1	1	1	\$400.00	
	69	W	730P-8P	ACCESS HOLLYWOOD	:30	\$400.00	10/17-10/17	1	1	1	\$400.00	
	70	M	11P-1135P	NEWS AT 11P	:30	\$900.00	10/15-10/15	1	1	1	\$900.00	
	71	TU	11P-1135P	NEWS AT 11P	:30	\$900.00	10/16-10/16	1	1	1	\$900.00	
	72	W	11P-1135P	NEWS AT 11P	:30	\$900.00	10/17-10/17	1	1	1	\$900.00	
	73	TH	11P-1135P	NEWS AT 11P	:30	\$900.00	10/18-10/18	1	1	1	\$900.00	
	74	F	11P-1135P	NEWS AT 11P	:30	\$900.00	10/19-10/19	1	1	1	\$900.00	
	75	M	11P-1135P	NEWS AT 11P	:30	\$900.00	10/22-10/22	1	1	1	\$900.00	
	76	TU	1135P-1235A	LENO	:30	\$300.00	10/16-10/16	1	1	1	\$300.00	
	77	W	1135P-1235A	LENO	:30	\$300.00	10/17-10/17	1	1	1	\$300.00	
	78	M	1135P-1235A	LENO	:30	\$300.00	10/22-10/22	1	1	1	\$300.00	
	79	W	9P-10P	LAW AND ORDER	:30	\$875.00	10/17-10/17	1	1	1	\$875.00	

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	80	TH	10P-11P	ROCK CENTER	:30	\$750.00	10/18-10/18	1	1	1	\$750.00	
	81	SA	6A-7A	NEWS SATURDAY	:30	\$150.00	10/13-10/13	1	1	1	\$150.00	
	82	SA	6A-7A	NEWS SATURDAY	:30	\$150.00	10/20-10/20	1	1	1	\$150.00	
	83	SA	7A-8A	NEWS SATURDAY AM	:30	\$275.00	10/13-10/13	1	1	1	\$275.00	
	84	SA	7A-8A	NEWS SATURDAY AM	:30	\$275.00	10/20-10/20	1	1	1	\$275.00	
	85	SA	8A-10A	TODAY SHOW	:30	\$375.00	10/13-10/13	1	1	1	\$375.00	
	86	SA	8A-10A	TODAY SHOW	:30	\$375.00	10/20-10/20	1	1	1	\$375.00	
	87	SA	6P-630P	NEWS 8 AT 6	:30	\$400.00	10/13-10/13	0	0	0	\$0.00	
	88	SA	6P-630P	NEWS 8 AT 6	:30	\$400.00	10/20-10/20	0	0	0	\$0.00	
	89	SA	11P-1130P	NEWS 8 AT 11	:30	\$900.00	10/13-10/13	1	1	1	\$900.00	
	90	SA	11P-1130P	NEWS 8 AT 11	:30	\$900.00	10/20-10/20	1	1	1	\$900.00	
	91	SU	6A-7A	NEWS 8 DAYBREAK	:30	\$125.00	10/14-10/14	1	1	1	\$125.00	
	92	SU	6A-7A	NEWS 8 DAYBREAK	:30	\$125.00	10/21-10/21	1	1	1	\$125.00	
	93	SU	7A-8A	NEWS 8 DAYBREAK	:30	\$250.00	10/14-10/14	1	1	1	\$250.00	
	94	SU	7A-8A	NEWS 8 DAYBREAK	:30	\$250.00	10/21-10/21	1	1	1	\$250.00	
	95	SU	8A-9A	SUNDAY TODAY	:30	\$600.00	10/14-10/14	1	1	1	\$600.00	

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	96	SU	8A-9A	SUNDAY TODAY	:30	\$600.00	10/21-10/21	1	1	1	\$600.00	
	97	SU	9A-10A	MEET THE PRESS	:30	\$1,000.00	10/14-10/14	1	1	1	\$1,000.00	
	98	SU	9A-10A	MEET THE PRESS	:30	\$1,000.00	10/21-10/21	1	1	1	\$1,000.00	
	99	SU	10A-1030A	LOCAL POINT - POLITICAL SHOW	:30	\$400.00	10/14-10/14	1	1	1	\$400.00	
	100	SU	10A-1030A	LOCAL POINT - POLITICAL SHOW	:30	\$400.00	10/21-10/21	1	1	1	\$400.00	
	101	SU	6P-7P	NEWS 8 AT 6	:30	\$750.00	10/14-10/14	1	1	1	\$750.00	
	102	SU	6P-7P	NEWS 8 AT 6	:30	\$750.00	10/21-10/21	1	1	1	\$750.00	
	103	SU	1130P-12A	NEWS	:30	\$500.00	10/14-10/14	1	1	1	\$500.00	
	104	SU	1130P-12A	NEWS	:30	\$500.00	10/21-10/21	1	1	1	\$500.00	
	105	SU	6P-7P	NEWS	:30	\$750.00	10/14-10/14	1	1	1	\$750.00	
	106	TU	430A-459A	NEWS	:30	\$50.00	10/16-10/16	1	1	1	\$50.00	
	107	F	3P-4P	DR OZ	:30	\$125.00	10/19-10/19	1	1	1	\$125.00	
	108	SA	9P-10P	CHICAGO FIRE	:30	\$550.00	10/20-10/20	1	1	1	\$550.00	

---REPORT TOTALS---
Report Totals: 105 / \$50,825.00

---SALES MONTHLY TOTALS---

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Oct 12: 105 / \$50,825.00

Sales Totals: 105 / \$50,825.00

Station Totals: 105 / \$50,825.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$119,308	CATV	0%	WOOD	42%	WOTV	2%	WWMT	48%	WXMI	6%
		WXSP	0%	WZPX	0%	WZZM	0%				

---COMPETITIVE COMMENTS---

UPDATED

Books null

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE